

What is claimed is:

1. An article of footwear, comprising:

a midsole having a cut-out formed in the midsole, the cut-out having a shape and a thickness;

a display element having substantially the same shape and thickness as the midsole cut-out so as to be fittingly insertable into the midsole cut-out; and

an outsole having a transparent portion overlying the midsole cut-out;

wherein when the display element is inserted into the midsole cut-out, the display element is viewable through the transparent portion of the outsole.

2. The article of footwear of claim 1, wherein the midsole is made of an opaque material.

3. The article of footwear of claim 1, the outsole having a bottom, wherein the display element is viewable from the bottom of the outsole.

4. The article of footwear of claim 1, wherein the shape of the midsole cut-out and the display element is circular.

5. The article of footwear of claim 1, wherein the shape of the midsole cut-out and the display element is oval.

6. The article of footwear of claim 1, wherein the midsole cut-out is located in the heel of the article of footwear.

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7. The article of footwear of claim 1, wherein the midsole cut-out is located in the forward portion of the article of footwear.

8. The article of footwear of claim 1, wherein the midsole cut-out is located in both the heel and the forward portion of the outsole of the article of footwear.

9. The article of footwear of claim 1, further comprising an insole having a cut-out having substantially the same shape as the midsole cut-out and the display element and aligned with the midsole cut-out for fittingly receiving the display element through the insole cut-out and into the midsole cut-out.

10. The article of footwear of claim 9, wherein the display element thickness is substantially the same as the combined thicknesses of the insole cut-out and the midsole cut-out.

11. The article of footwear of claim 1, further comprising a plurality of interchangeable display elements.

12. The article of footwear of claim 1, wherein the display element comprises a desired color.

13. The article of footwear of claim 12, wherein the desired color comprises a color coordinated with team colors of a sports team.

1 14. The article of footwear of claim 1, wherein the display element comprises logo indicia.

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3 15. The article of footwear of claim 1, wherein the midsole comprises a resiliently
4 compressible material.

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6 16. The article of footwear of claim 1, wherein the display element comprises a resiliently
7 compressible material.

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9 17. The article of footwear of claim 16, wherein the resiliently compressible material
10 comprises a gel pad.

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12 18. The article of footwear of claim 1, wherein the outsole comprises a wear-resistant
13 material.

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15 19. The article of footwear of claim 1, further comprising an upper attached to the midsole
16 and outsole and defining a volume for enclosing a wearer's foot.

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18 20. An article of footwear, comprising:

19 a midsole having a cut-out formed in the midsole, the cut-out having a shape and a
20 thickness;

21 a midsole insert having substantially the same shape as the midsole cut-out so as to be
22 fittingly insertable into the midsole cutout and a thickness less than the thickness of the midsole
23 cut-out;

a display element having substantially the same shape as the midsole cut-out so as to be fittingly insertable into the midsole cutout and a thickness less than the thickness of the midsole cut-out; and

an outsole having a transparent portion overlying the midsole cut-out;
wherein when the display element is inserted into the midsole cut-out and disposed between the midsole insert and the outsole, the midsole insert thickness and the display element thickness together are substantially the same as the midsole cut-out thickness, and
wherein the display element is viewable through the transparent portion of the outsole.

21. The article of footwear of claim 20, wherein the midsole insert comprises a cushioning material.

22. The article of footwear of claim 20, wherein the midsole insert comprises a non-cushioning material.

23. An article of footwear, comprising:
a midsole made of an opaque material and having a cut-out formed in the midsole, the cut-out having a shape and a thickness;
a plurality of interchangeable display elements, each of the display elements having a desired color and substantially the same shape and thickness as the midsole cut-out so as to be fittingly insertable into the midsole cut-out;
an outsole having a bottom and a transparent portion overlying the midsole cut-out; and

an upper attached to the midsole and outsole and defining a volume for enclosing a
wearer's foot;
wherein the midsole and the display element comprise a resiliently compressible material,
and
wherein when the display element is inserted into the midsole cut-out, the display
element is viewable through the transparent portion in the bottom of the outsole.

24. The article of footwear of claim 23, further comprising an insole having a cut-out having
substantially the same shape as the midsole cut-out and the display element and aligned with the
midsole cut-out for fittingly receiving the display element through the insole cut-out and into the
midsole cut-out.

25. The article of footwear of claim 24, the display element thickness is substantially the
same as the combined thicknesses of the insole cut-out and the midsole cut-out.

26. A method of making an article of footwear, comprising:
forming a cut-out in a midsole of the footwear, the cut-out having a shape and a
thickness;
providing a display element having substantially the same shape and thickness as the
midsole cut-out for fittingly inserting into the midsole cut-out;
forming a portion of an outsole of the footwear overlying the midsole cut-out from a
transparent material; and

1 inserting the display element into the midsole cut-out so that the display element is
2 viewable through the transparent portion of the outsole.

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4 27. The method of claim 26, further comprising attaching the midsole and outsole to an upper
5 defining a volume for enclosing a wearer's foot.

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7 28. The method of claim 26, further comprising providing a plurality of the display elements,
8 each of the plurality of display elements having a color or indicia, and interchanging the display
9 elements in the midsole cut-out.

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11 29. The method of claim 26, further comprising forming a cut-out in an insole of the
12 footwear, the insole cut-out having substantially the same shape as the midsole cut-out and the
13 display element and aligned with the midsole cut-out for fittingly receiving the display element
14 through the insole cut-out and into the midsole cut-out.

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16 30. The method of claim 26, further comprising:
17 providing a midsole insert having substantially the same shape as the midsole cut-out for
18 fittingly inserting into the midsole cutout and a thickness less than the thickness of the midsole
19 cut-out;
20 providing the display element thickness less than the thickness of the midsole cut-out;
21 inserting the display element into the midsole cut-out; and
22 disposing the display element between the midsole insert and the outsole,

- 1 wherein the midsole insert thickness and the display element thickness together are
- 2 substantially the same as the midsole cut-out thickness, and
- 3 wherein the display element is viewable through the transparent portion of the outsole.
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